UNIVERSITY OF CAMBRIDGE INTERNATIONAL EXAMINATIONS
General Certificate of Education
Advanced Subsidiary Level and Advanced Level

BUSINESS STUDIES **9707/12**

Paper 1 Short Answer and Essay **October/November 2010**

1 hour 15 minutes

Additional Materials: Answer Booklet/Paper

4211249403

READ THESE INSTRUCTIONS FIRST

If you have been given an Answer Booklet, follow the instructions on the front cover of the Booklet.
Write your Centre number, candidate number and name on all the work you hand in.
Write in dark blue or black pen.
Do not use staples, paper clips, highlighters, glue or correction fluid.

Section A
Answer **all** questions.
Section B
Answer **one** question.
You are advised to spend no more than 35 minutes on Section A.

At the end of the examination, fasten all your work securely together.
The number of marks is given in brackets [ ] at the end of each question or part question.

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Section A (Short Answer)

Answer **all** questions.

1 **(a)** Define the term 'work study'. [2]

(b) Explain **one** way a business might use the results of work study to improve productivity. [3]

2 **(a)** Define 'marketing mix'. [2]

(b) Briefly explain the role of Place in the marketing mix for a business. [3]

3 Explain the importance of the profit maximisation objective to a business. [5]

4 **(a)** State **two** sources of finance for business revenue expenditure. [2]

(b) Distinguish between capital expenditure and revenue expenditure. [3]

Section B (Essay)

Answer **one** question only.

5 **(a)** Explain the differences between batch and flow production methods. [8]

(b) Discuss the implications for a manufacturer as it switches products from batch production to continuous flow production. [12]

6 Discuss the usefulness of published company accounts in measuring the success of a business. [20]

7 **(a)** Explain the benefits to a workforce that might result from job enrichment. [8]

(b) Discuss arguments for and against the introduction of more delegation in a business. [12]

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